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\* 1 donor wishes to remain anonymous

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The Producers Circle is a group of philanthropic individuals, families, and foundations that give \$1,000 or more annually in support of UNC-TV. Members receive invitations to special events including receptions for local and national public television celebrities, advance information about new programs, and private tours of UNC-TV facilities.

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\* 25 donors wish to remain anonymous

TELEVISION THAT CHANGES LIVES

ANNUAL REPORT



2014

Television has the power to change lives. Public television has the responsibility to change lives for the better: a child far from urban resources is inspired to become a scientist, a high school dropout earns a GED, a homebound senior citizen remains connected to the world of arts and culture, the family of an Alzheimer's patient finds strength and support. UNC-TV's unique programs and public media services provide people of all ages with enriching, life-changing television.

— The UNC-TV Mission Statement





Operating Highlights - Fiscal Year 2013/14

The Board of Governors of the National Academy of Television Arts and Sciences, Nashville/Midsouth Chapter, presented UNC-TV the following esteemed awards:

**Governors’ Award (UNC-TV)** Given in recognition of achievements by individuals, organizations, or companies, which do not fall within the structure of the Chapter’s regular categories. UNC-TV was awarded for its excellent work in North Carolina throughout the network’s nearly 60-year history.

**Gold Circle (William C. Friday)** Television professionals are inducted to recognize significant industry contributions (25 years or more for **Silver Circle**, 50 years for **Gold Circle**). William Friday was posthumously inducted as the inaugural member for visionary service in public television and for hosting UNC-TV’s longest-running program for more than 40 years: **North Carolina People**.

**North Carolina Now** celebrated its 20th anniversary milestone on January 17, 2014, with a special episode that highlighted the past 20 years and featured staff members who were there at the start. In addition, a special 20-part series, **North Carolina Now and Then**, premiered in January.

In honor of former Director and General Manager Tom Howe, the *Tom Howe Fund for UNC-TV* was established and \$147,425 was raised from corporate partners and individual donors. A future gift of life insurance (valued at \$8,800) was received, bringing the fund total to \$156,225. The fund is for the enhancement of UNC-TV.

During FY14 the focus of UNC-TV’s original productions was on science. Thanks to a grant from GSK, UNC-TV was able to aggregate its science coverage through a new science website—science.unc.tv.org—providing broadcast content with supplemental written information, links to external experts, a special section devoted to educational material, and more. In addition, **North Carolina Now** successfully launched weekly *North Carolina Science Now* reports. Each Wednesday night the series focuses on science and technology research happening throughout the state. **North Carolina Now** also partnered with the North Carolina Science Festival, which in April hosted the country’s largest science festival.

UNC-TV embraced the OVEE (Online Video Engagement Experience) virtual screening tool made available by PBS, conducting its initial OVEE screening by premiering the first episode of the 700 series of **Our State**. UNC-TV followed with additional online engagement opportunities, including a May screening and discussion of a recent interview with the late Maya Angelou on the same day she passed away. The event, titled **Maya Angelou Living Arts Memorial**, attracted more than 200 participants.

On April 28 UNC-TV produced an hour-long debate with four Republican candidates campaigning for U.S. Senate prior to the May primary election. This debate, held in the UNC-TV studio, was posted online in its entirety on our online video library and in individual question-and-answer form on YouTube.

UNC-TV created its first web-only video series in partnership with PBS Digital Studios and the Beat Making Lab. The three-part original production of this unique music program created by UNC-Chapel Hill music professors engaged 2,865 online viewers.

UNC-TV received eight nominations for the 28th Midsouth Emmy Awards. Two UNC-TV projects, **Harvest of Dignity** and **The University of North Carolina School of the Arts Presents Much Ado About Nothing**, were honored when the awards were presented in January 2014.

Board of Trustees

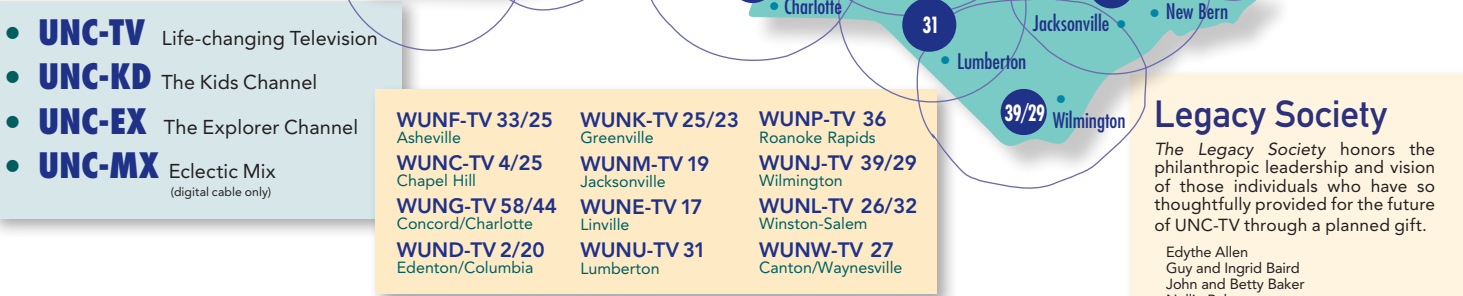
The UNC-TV Board of Trustees is an advisory board whose members are vital links to the public.

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Signal Coverage

Four digital channels provide distinct program schedules 24 hours a day



Underwriters

Corporate and foundation underwriters help make possible the production and broadcast of UNC-TV’s programming. They also provide funding for outreach activities that reinforce the programming and directly impact many lives around the state.

Broadcast Sponsors	Production Partners	Original Production Funders
Biltmore	Duke University	BB&T
Broadway Series South	High Point University	OUR STATE
Durham Performing Arts Center	Mann Media / Our State Magazine	A. J. Fletcher Foundation
First Citizens Bank	North Carolina Arboretum	BIOGRAPHICAL CONVERSATIONS
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Meredith College	North Carolina Department of Public Instruction	National Science Foundation
North Carolina Department of Agriculture & Consumer Services	The Raleigh Ringers	QUEST
North Carolina Department of Cultural Resources	University of North Carolina at Chapel Hill	North Carolina Division of Tourism, Film & Sports Development
North Carolina Farmers Markets	University of North Carolina School of the Arts	NORTH CAROLINA WEEKEND
North Carolina Museum of Natural Sciences	Yep Roc Music Group	State Farm Insurance Companies
North Carolina Poultry Federation		THE WOODWRIGHT’S SHOP
North Carolina Transportation Museum	On-air Pledge / Special Events Funders	
North Carolina Watermelon Association	Bayer CropScience	
North Carolina Wine	Capitol Broadcasting Company / WRAL-TV	
Original Sewing & Quilt Expo	Carolina Meadows	
SAS	First Citizens Bank	
UNC Health Care (Aortic Disease Center)	GSK	
	Marbles Kids Museum	
	NetApp	
	North Carolina EastEnders Fan Club	
	RTI International	
	SAS	
	SunTrust	
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Legacy Society

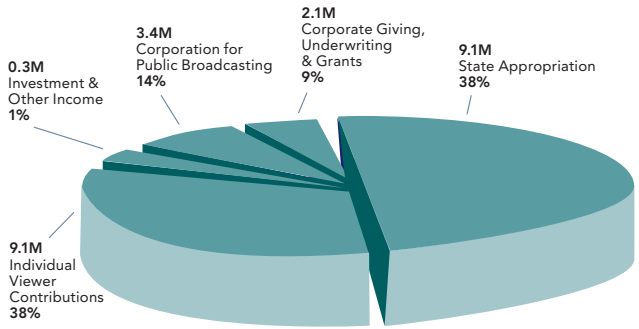
The Legacy Society honors the philanthropic leadership and vision of those individuals who have so thoughtfully provided for the future of UNC-TV through a planned gift.

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\*1 donor wishes to remain anonymous

Budget Summary - Fiscal Year 2014

Expenditures by Funding Source (unaudited data - cash basis)  
Total: \$24 M



Expenditures by Division (unaudited data - cash basis)  
Total: \$24 M

